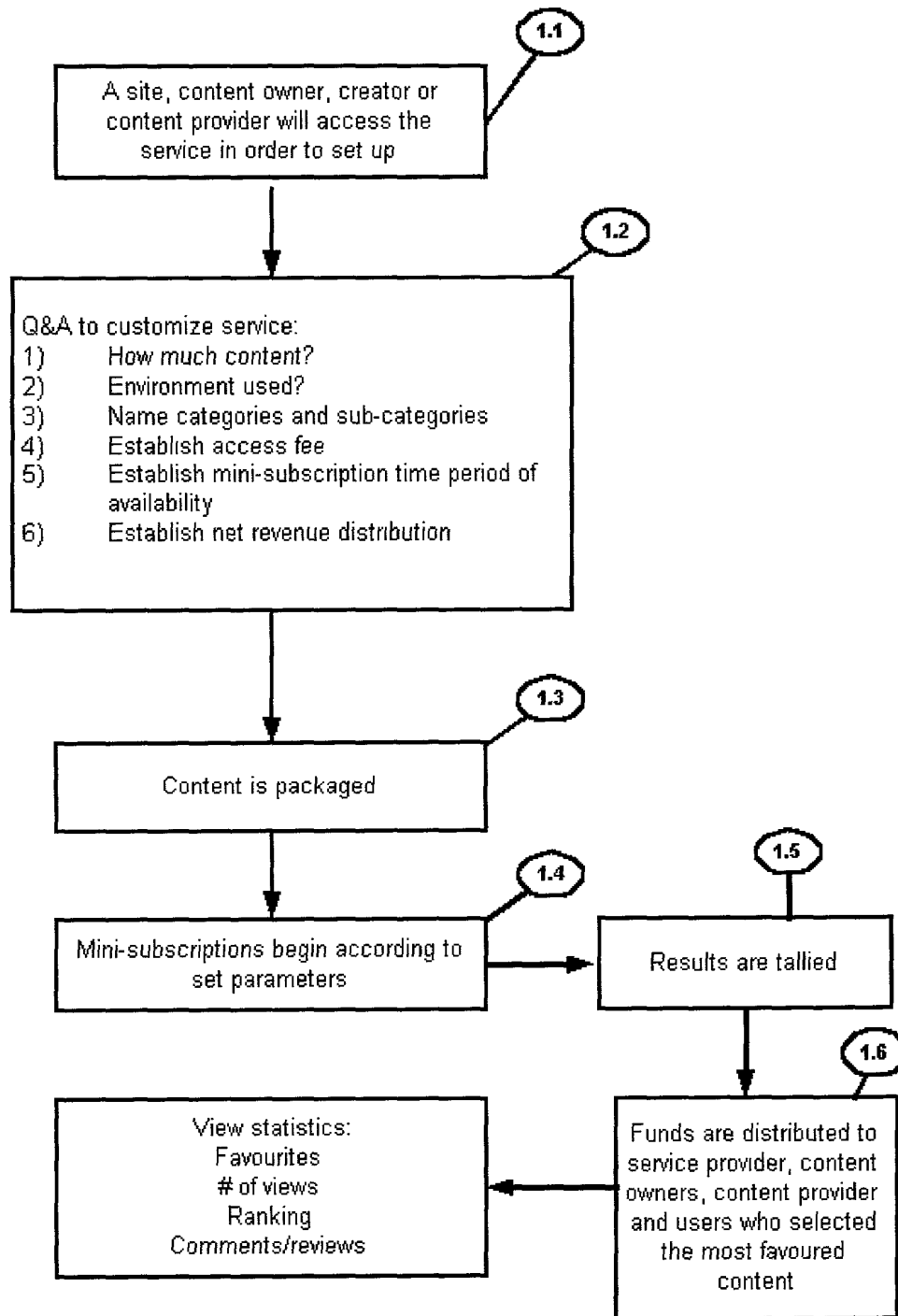


Business to Business: Set Up Process

Figure 1



Business to Consumer Process
Figure 2

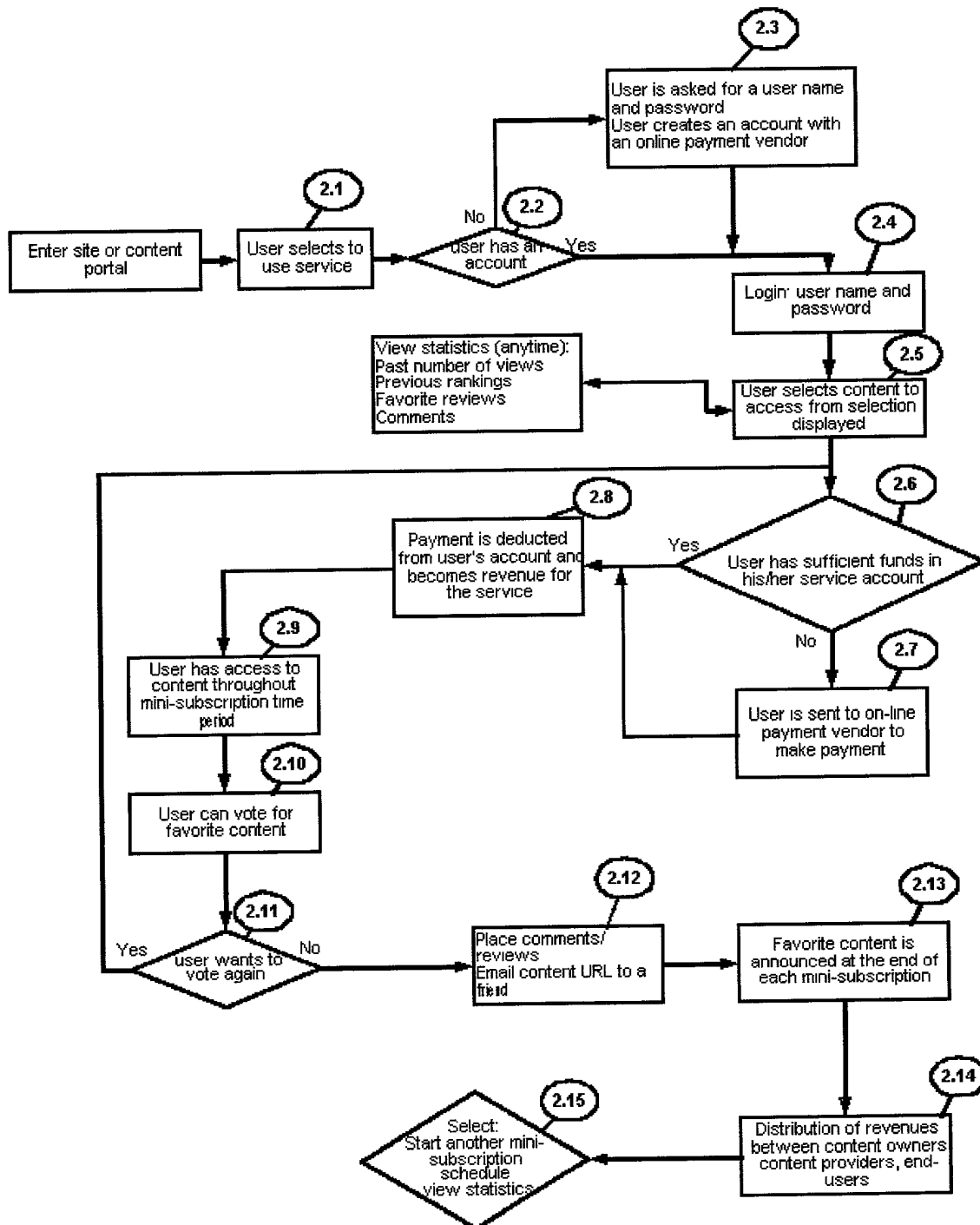


Figure 3

Simulated Results for one mini-subscription

Price per access fee: \$5			
Selection Number	Votes Received	Amount Generated	Return to Content Owner
1	2	\$10	\$1.35
2	2	\$10	\$1.35
3	32000	\$160,000	\$21,600.00
4	1	\$5	\$0.68
5	55000	\$275,000	\$37,125.00
6	240	\$1,200	\$162.00
7	1	\$5	\$0.68
8	200	\$1,000	\$135.00
9	5	\$25	\$3.38
10	20000	\$100,000	\$13,500.00
11	56	\$280	\$37.80
12	225	\$1,125	\$151.88
13	36	\$180	\$24.30
14	24	\$120	\$16.20
15	24	\$120	\$16.20
16	21	\$105	\$14.18
17	5	\$25	\$3.38
18	50000	\$250,000	\$33,750.00
19	2	\$10	\$1.35
20	98	\$490	\$66.15
Total # of Votes:		157942	
Total revenues:		\$789,710	
Transaction fee per vote:		\$0.50	
Total transaction fees:		\$78,971	
Total number of votes:		157942	
Votes for favored selection		55000	
Net revenues for distribution:		\$710,739	
Service Fees	10%	\$71,074	
Content Owner:	15%	\$106,611	
Content Provider:	15%	\$106,611	
End-users:	60%	\$426,443	
Amount returned per access fee:		\$7.75	